February 23, 2016

Testimony in support of:

Raised Bill No. 188 AN ACT CONCERNING FARM WINERY RETAIL SALES HOURS AND FREE WINE TASTING AT FARMERS' MARKETSHE SALE OF FARM WINERY BRANDY.

Submitted by: Henry N. Talmage, Executive Director, Connecticut Farm Bureau Association the following testimony is submitted on behalf of the Connecticut Farm Bureau, a statewide nonprofit membership organization representing 5,000 families dedicated to farming and the future of Connecticut agriculture.

Senator Leone, Representative Baram and members of the Committee on General Law,

The Connecticut Farm Bureau supports Raised Bill No. 188 because it allows a permittee holding a manufacturer permit for a farm winery to provide tasting of free samples and sell wine on Sundays from 10 a.m. to 10 p.m. instead of 11 a.m. to 10 p.m. This change will make the hours of operation consistent with other days of the week and allow farm wineries to fully take advantage of weekend traffic and tourism.

The bill also includes provisions to allow a holder of a manufacturer permit for a farm winery to offer free tastings of their wine at farmers' markets. The Connecticut Farm Bureau feels that if consumers are able to sample wine at farmers' markets as part of their shopping experience they will be able to determine which wines they prefer and will likely buy more wine from CT farm wineries.